



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Applicant : Thomas J. Perkowski
Serial No. : 09/695,744
Filing Date : October 24, 2000
Title of Invention : WEB-BASED CONSUMER PRODUCT MARKETING AND
MERCHANDISING NETWORK ENABLING CONSUMER
PRODUCT MANAGEMENT TEAM MEMBERS TO DELIVER
BRANDED MERCHANDISING AND SERVICE TO
CONSUMERS AT RETAIL POINTS OF SALE USING
PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS
(MMVKS)
Examiner : Jeffrey D. Carlson
Group Art Unit : 3622
Attorney Docket : 100-046USA000

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION MAILED SEPTEMBER 11, 2006

Sir:

In response to the Office Action mailed in the present Application on September 11, 2006, Applicant submits the following amendments for entry in the same:

AMENDMENT OF THE TITLE:

Please amend the Title to Invention to read as follows:

--INTERNET-BASED ELECTRONIC COMMERCE (EC) ENABLED SHOPPING NETWORK ALLOWING MEMBERS OF A PRODUCT MANAGEMENT TEAM TO COMMUNICATE DIRECTLY WITH CONSUMERS SHOPPING ALONG EC-ENABLED MARKET SPACE ON THE WORLD WIDE WEB (WWW), INCLUDING EC-ENABLED WWW-SITES, EC-ENABLED STORES AND EC-ENABLED ONLINE PRODUCT CATALOGS, SERVICED BY PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY PRODUCT MANAGEMENT TEAM MEMBERS AND/OR AUTHORIZED PARTIES--